



TOP WAYS TO USE VIDEO ACROSS YOUR ORGANIZATION

Encourage the departments in your company to brainstorm ways they can use video in their day-to-day work. Here are some of the top ways individual departments often use a video system.

Executives

- Hold regular management meetings
- Conduct board meetings face-to-face
- Reach key team members ad hoc
- Stream CEO briefings live or record them for later viewing
- Improve work/life balance

Human Resources

- Interview faraway candidates
- Conduct ongoing training
- Retain your culture after a merger
- Enhance telework programs
- Conduct all-company town halls

Sales and Marketing

- Meet with clients
- Provide customers at branch offices with expertise from the home office
- Link remote sales people to the home office
- Conduct market research with customers face-to-face
- Get marketing messages out to the field
- Serve more clients in a day by reducing meeting travel

R&D/Product Development

- Show documents and drawings immediately
- Reduce confusion across cultures and locations
- Keep a virtual “water cooler” on between locations
- Get real-time feedback from suppliers and customers
- Access remote experts in real time
- Get products to market more quickly

Help Us Grow This List!

How are your organization’s departments using video? Share your best ideas with fellow video champions in the User Community forum www.video-champion.com/community. You’ll also discover how other companies are maximizing their video program in new and creative ways — ideas you can adapt for your own use.